

**Client Brief:**

Founded in 1876, Ericsson is now the driving force behind the Networked Society – a world leader in communications technology. Their services, software and infrastructure are enabling the telecom industry and other sectors to do better business, increase efficiency, improve the user experience and capture new opportunities.

Case:

Ericsson Thailand hired Midas PR Group to organize a press conference for the introduction of the new Head of Ericsson Thailand, Ms. Nadine Allen and to demonstrate the latest technological achievements. This event had to be perfectly executed as it would set the tone for the soon to follow Ericsson Thailand 5G Technology Showcase. Thanks to Midas' ability to obtain outstanding media coverage and an excellent PR value for the event, Ericsson was convinced Midas was the right partner to organize its upcoming 3-day event, the company's biggest technology showcase in Southeast Asia featuring the first live demonstration of 5G in Thailand.

Challenge:

Creating these events demanded great flexibility and attention to detail on Midas' side as it involved sourcing and communicating with many different parties, including various contractors and suppliers, the venue's management team, VIP guests, event photographers, M.C.s. and translators. Due to the Christmas and New Year's holidays where several companies ran on reduced staffing, this process was slowed down, putting Midas' time management skills to the test at the beginning of the new year. Midas was also required to closely weigh how it communicated one of the events' key messages, the information about 5G technology due to the government's involvement in its development and implementation.

Solution:

The Technology Showcase Event was an opportunity for Midas to demonstrate its versatility as all the diverse tasks required by Ericsson could be done in-house. This included the writing and translation of all written materials for the press kit and event promotion as well as the creation of all 3D renderings and event designs, the production of backdrops and other event artwork.

To guarantee Ericsson's expectations for both events were met, Midas led a carefully coordinated events campaign to generate widespread coverage across print, online, and television and build their presence and following on social media. All event details were coordinated with the Ericsson team to ensure brand guidelines were met, desired outcomes were achieved and the budget was respected.

Results:

Both events were a great success for Ericsson Thailand with the press conference introducing the new Head of Ericsson Thailand, Ms. Nadine Allen, obtained a PR value of over THB 10 million and the 5G Technology Showcase obtained another THB 15,1 million and boasted the presence of the VIP guests Mr. Takorn Tantasith, Secretary-General at the National Broadcasting and Telecommunications Commission and Ms. Charlotta Schlyter, Minister Counsellor, Deputy Head of Mission - Embassy of Sweden in Bangkok. These outstanding values are due to Midas' ability to attract representatives from national television channels such as Channel 3, TNN 26 and Now 26, and leading print and online media including the Bangkok Post, The Nation, Krungthep Turakij and many more.

Another point that made this event a great success for Ericsson is that it created a platform for the company to expand its network and lay the groundwork for valuable new relationships in the Thai market.

Owing to Midas' forward-thinking idea of promoting the event through social media, Instaroid was hired for the showcase event. This created a memorable experience for event attendees and achieved a total of 715 posts about the Showcase event on Instagram, which created over 21,000 views and 125,000 impressions in just three days.

Services:

- ✓ Communications strategy
- ✓ Public relations
- ✓ Media kit
- ✓ Event gimmicks
- ✓ Event production and management
- ✓ Media monitoring
- ✓ Social media promotion